CIS Case Studies:  
Market Opportunity Analysis – Financial Services, Russia & CIS Countries

Benefit to Client:  
Assessment of market opportunity within Russia and various CIS countries together with recommendations for best entry strategy for a specific FS product.

Client Need:  
Our client was seeking to understand the level of opportunity within Russia and several CIS countries in terms of launching a specific product. There was a need to identify and select the best markets to target in the region.

Approach:  
CIS conducted a thorough analysis of the economic and political climate of all countries in scope, as well as identifying key opportunities and threats. Topics covered included:

- Macroeconomic analysis, trends and forecasts
- Overview of banking sector in each country
- Competitive landscape and key competitor profiles
- Key learnings from current incumbents
- Screening and profiling of potential partners

Methodology: Secondary intelligence gathering, telephone-based primary intelligence gathering and country visits, market entry strategy analysis

Solution:  
Utilizing the intelligence gathered, CIS was able to make recommendations to the client in terms of:

- Market potential over the next 3-5 years
- Risk appetite of local banks
- Areas of intense competition
- Best fit products and services
- Pricing strategy
- Target market
- Key regulatory challenges
- Potential partnerships

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